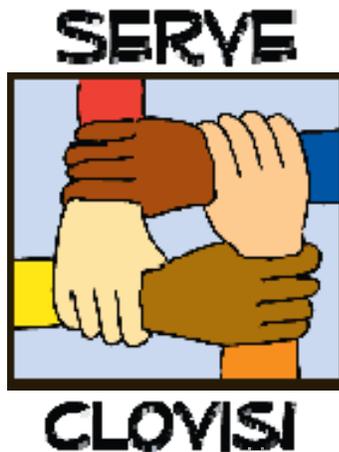




CITY OF CLOVIS

SPONSOR-A-MEDIAN

COMMUNITY INVESTMENT OPPORTUNITY





SPONSOR-A-MEDIAN

City of Clovis Sponsor-A-Median Program; Allowing businesses, organizations, families and individuals the opportunity of sponsoring the landscape maintenance costs of street medians in exchange for signs of recognition.

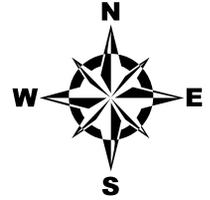
- Sponsored sections are ¼ mile long and include two recognition signs
- Signs are placed to be viewed by hundreds of thousands to millions of vehicles per year
- Funds go exclusively to maintaining the landscape street islands

Included in this program:

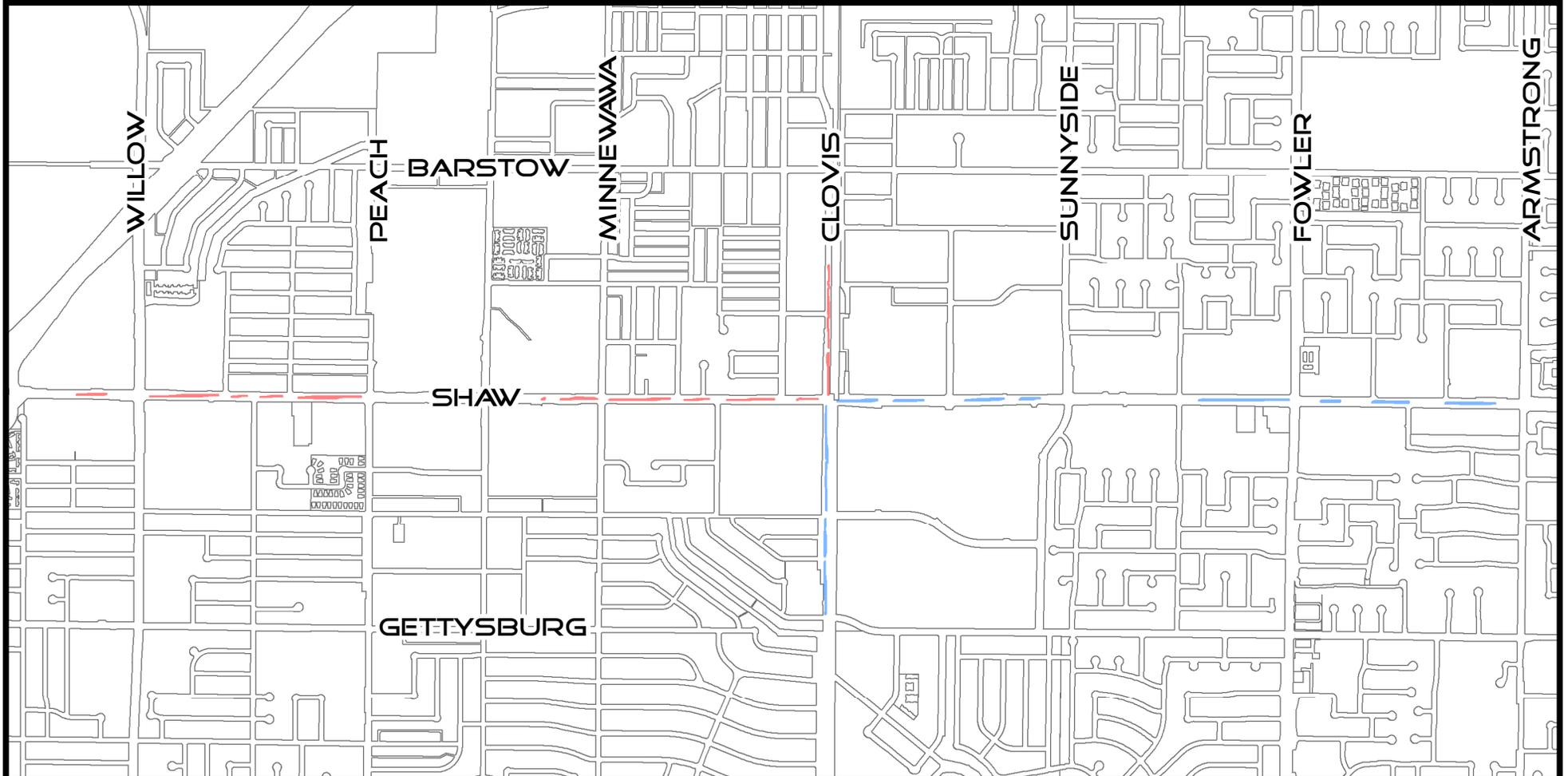
- Map of available locations with associated sponsor cost
- Sponsor-A-Median Guidelines
- Sponsor-A-Median Agreement
- Contact information



SHAW & CLOVIS AVENUES SPONSOR-A-MEDIAN LOCATIONS



| QUARTER MILE SECTIONS | SIX MONTHS | ONE YEAR |
|-----------------------|------------|----------|
| MEDIANS IN RED | \$1,325 | \$2,650 |
| MEDIANS IN BLUE | \$2,650 | \$4,900 |





SPONSOR-A-MEDIAN GUIDLEINES

July 30, 2009

Sponsorship Payment Terms & Conditions

Sponsorship periods will be for six or twelve months. Full payment for the sponsorship period is due at the beginning of the period. Sponsorships will end on June 30 or December 31 of each year. Mid term sponsorships will be prorated based on the months left within a sponsorship period. Sponsors will be notified 30 calendar days prior to the expiration of their sponsorship. A sponsor who has not renewed within 60 calendar days of the renewal notice, including full payment for the next sponsorship term, will forfeit their sponsorship.

Sponsorship Costs

Sponsorship costs will be based on the City's estimate of actual costs to maintain a given segment of median. The City will average the cost for approximately one mile increments to determine the segment costs. Costs will be updated annually prior to the beginning of the upcoming fiscal year. Segment cost estimates will include the total cost to maintain the median, excluding the City's administrative costs.

Sponsorable Segments

The Director of Public Utilities will develop and periodically update a list of medians that are available for sponsorship. Only those medians supported primarily by the General Fund will be included on the sponsorship list.

Multiple Requests for a Sponsorable Segment

Should there be multiple requests for a particular segment; the sponsorship will be awarded to the first qualified applicant to request that segment. If more than one qualified application is received on the same day, preference will be given to businesses based in Clovis or with a Clovis presence; organizations based in Clovis or with a Clovis chapter; or individuals, families, or groups that are Clovis residents. Any other applicants will be given the option of sponsoring other available segments, or being placed on a waiting list for the requested segment. Clovis businesses, organizations, individuals or groups will also be given waiting list preference.

Segment Upgrades

On a case by case basis, the City will entertain sponsor proposals to upgrade the landscaping within a sponsored segment. Any upgrades must be consistent with



City design and landscape standards. The added cost of the upgrades and any added maintenance costs will be the responsibility of the Sponsor.

Purpose of Recognition Signs

The City of Clovis recognizes donations made through the Sponsor-A-Median program with Sponsor-A-Median recognition signs. Recognition signs are not a forum for advertisement although there is advertising value inherent in the signs. Their purpose is to identify who is providing the adoption service, not what services or goods they sell or where they are located.

What Can Be Displayed on Recognition Signs?

The name of the business, organization, individual, or group listed on the application will be displayed on the recognition sign. Additional elements may be added under certain circumstances:

- More than one applicant will be sharing the sponsorship
- A business or organization wishes to display their logo
- Sufficient descriptive language if more than one same-named business or organization exists (ex. Carl's Junior – Herndon Ave.)
- The adoption work is being performed as a memorial

Prohibited Sign Content:

Sign panels may not contain any language or graphics that:

- Demean an individual or group on account of race, color, religion, national origin, ancestry, gender, age, disability, or sexual orientation
- Are obscene or sexually explicit, or promote sexually oriented businesses or organizations
- Are violent, frightening, or otherwise disturbing as to be harmful to minors
- Promote the use of alcohol, tobacco, or any other controlled substances
- Support or oppose a political candidate, initiative, proposition, or any other legislative action; this prohibition also applies to sponsor names or logos

Cost of Signs

The City of Clovis will provide, install and maintain recognition signs. If the sponsor wishes to include a logo, sponsor shall furnish artwork in a compatible electronic format to the City, or sponsor can provide their own logo overlays at their own expense, provided logo overlays are consistent with these guidelines.

Recognition Sign Size, Design, and Location

All recognition signs will be 24" X 36". The sponsor's name and/or logo must fit within the 21.25" x 9" space shown in the example.



The City will determine the placement location for all signs. The City will endeavor to use a location that provides good visibility of the recognition sign. However, signs must be located such that they do not impact driver visibility or create other safety problems.

The sponsor will be entitled to two recognition panels per sponsored one-quarter mile segment, one at each end of the segment. Sponsors may adopt multiple segments subject to the terms described later in this document.

Lettering Requirements

Unless part of a logo, lettering for sponsor's names must be in the same case, color, and size. All lettering will be Standard Highway Signs alphabet series font.

Logo Requirements

A logo may contain a graphic, text, or both. Businesses choosing to display a logo must provide an example of the proposed logo in a corporate document.

The following documents can be used to verify a logo:

- Business Card
- Letterhead
- Photo of Store Signage
- Corporate identity document
- Other corporate document

Business Logos may not contain:

- Slogans
- Services provided
- Products or product descriptions
- Telephone numbers, address, or directions
- Any other form of advertising

Clubs, Committees or Organizations must provide an example of their logo to be used in an official document including:

- Business card
- Photo of signage
- Letterhead
- Website heading
- Other corporate document



Organization logos may not contain the following items unless they are a part of a verified organization name:

- Slogans
- Services provided
- Products or product descriptions
- Telephone numbers, address, or directions
- Any other form of advertising

Advertisements may not be used to verify a logo

The City reserves the right to verify the legal status of a business.

Individuals, families or groups may not use logos.

Special Restrictions for Political Entities

Political action committees, staffs of elected officials, appointed or elected officials, or political candidates may not reference the office held or individual title. Appropriate recognition may include the elected official's name and/or recognition of their staffs or volunteers. Any logos used cannot reference the office held or political party.

Sign Rules for Individuals

Individuals may display only their name. Individuals are not permitted to display:

- Salutations or titles, including academic degrees
- Logos, graphics, borders or lines
- Photographs
- Phone numbers, e-mail, web or street address, or contact information of any kind
- Slogans

Adoptees with Adjacent Segments

Groups with multiple, contiguous sponsorships may have signs at each segment. However, sponsors must relinquish one of the segments if either segment has a waiting list for sponsorship.

Damaged or Stolen Panels

The City will replace damaged or stolen panels at no cost to the sponsor. However, any custom overlays not produced by the City must be furnished by the sponsor at no cost to the City.



City of Clovis





SPONSOR-A-MEDIAN AGREEMENT

The City of Clovis (“City”) allows local businesses, organizations, and families to sponsor street medians (“Vehicular Islands”). Under this Sponsor-A-Median Program, local businesses, organizations, and families agree to pay for the installation and/or maintenance of landscaping. Within Vehicular Islands, specific maintenance includes irrigation repair and adjustment, weed and litter control, and tree and shrubbery pruning. Installation of landscaping within Vehicular Islands includes site preparation, replanting trees and shrubs, installing or re-installing irrigation and the addition of any soil or amendments needed. Sponsorships are either for 6 or 12 months. In exchange, the City places two Sponsor-A-Median signs per quarter mile in the Vehicular Island(s) identifying the local business, organization or family.

_____ (“Sponsor”) desires to participate in the Sponsor-A-Median Program as outlined herein. City and Sponsor have selected _____ Vehicular Island(s) located between _____ (“Site”). City shall provide landscaping and related fixtures for the Site pursuant to existing City plans as those plans may be amended from time to time. In addition, City shall provide and install two signs identifying Sponsor on the Site at either end of the longitudinal axis. The signs shall be subject to the following:

- Be 24”x 30” in size. City and Sponsor may agree to a smaller size.
- Be constructed of materials determined suitable by City’s Public Utilities Department.
- Be subject to City’s architectural and design standards, and any criteria established by City’s Public Utilities Department.
- Include Sponsor’s name and/or logo, as desired by Sponsor.
- Be placed so as to be visible to the maximum extent practical.

City shall maintain the Site, including the signs, in accordance with City’s standard practices. City may provide these services with City staff or through private landscape contractors. Sponsor shall not be responsible for nor in any way be involved in these efforts. Sponsor shall acquire no property or other interest in the Site.

This sponsorship shall be for a period of ___ months commencing on _____ and expiring on _____. Sponsor shall have the right of first refusal to continue its participation in the Sponsor-A-Median Program for the Site upon expiration of the initial sponsorship period for so long as the Sponsor-A-Median Program exists.



Sponsor shall pay to City the sum of \$_____ for a 6-month sponsorship or \$_____ for a 12-month sponsorship.

Installation of the signs shall occur within 2 weeks after receipt of payment of the sponsorship money. Once signs identifying the sponsor are installed, monies for that sponsorship term will not be refunded unless the City terminates the program, in which case the sponsor would be entitled to a prorated refund of any payment received based upon the number of months remaining at the time of termination.

Sponsor represents and warrants that it is legally authorized to conduct business in the State of California and the City of Clovis and has the authority to participate in the Sponsor-A-Median Program, and that the signatory below is authorized to act on behalf of the Sponsor.

The sponsorship may be terminated as follows: (1) Upon expiration of the sponsorship period, unless renewed prior to expiration; (2) by City for good cause shown, including the termination of the Sponsor-A-Median Program; (3) at the request of Sponsor due to the cessation of Sponsor's business. No refunds shall be provided to Sponsor upon termination of a sponsorship after signs identifying the sponsor are installed except as set forth above.

Sponsor Authorized Agent

City of Clovis

Date

Date



CONTACT / INTEREST INFORMATION

For information about the City of Clovis, Sponsor-A-Median Program or to speak with a staff person regarding currently available sponsor sites, please contact the City of Clovis.

City of Clovis
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Clovis, California 93611
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559/324-2862 FAX
EricA@cityofclovis.com
Eric Aller, Parks Manager